

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: Dr. A. C. Lilly

Date: February 6, 1990

From: A. H. Confer

Subject: INTERNATIONAL PRODUCT SUPPORT - 1990 OPERATIONAL PLANS

1. Objective

The objective of International Product Support is to contribute to the growth of PM's international cigarette business.

2. Strategies

Three strategies are employed to achieve the objective:

- a. Product Maintenance/Improvement
- b. Reactive Product Development
- c. Proactive Product Development

3. Tactics/Timetables

The tactics supporting the three strategies are the individual projects. Summaries of the projects (with timetables) for Asia/Pacific and Latin America are shown in the Attachments. At this moment, these projects represent the 1990 agenda for International Product Support. Of course, it must be recognized that projects are added and completed/deleted on a continuing basis.

4. Resource Allocation

The current and projected resource allocation is shown below.

Project Leader Asia/Pacific, EEC/EEA, and Special Projects	1
Assoc. Sr. Prod. Dev. Eng.	1
Prod. Dev. Eng.	3
Assoc. Prod. Dev. Eng. B	1
Project Leader, Latin America/Iberia	1
Prod. Dev. Eng.	3

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5. Technology Transfer

It is anticipated that any technology transferred in 1990 will be incorporated in export cigarettes.



Alan H. Confer

AHC:da

cc: Mr. R. P. Heretick

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